VIRGINIA MAIN Street

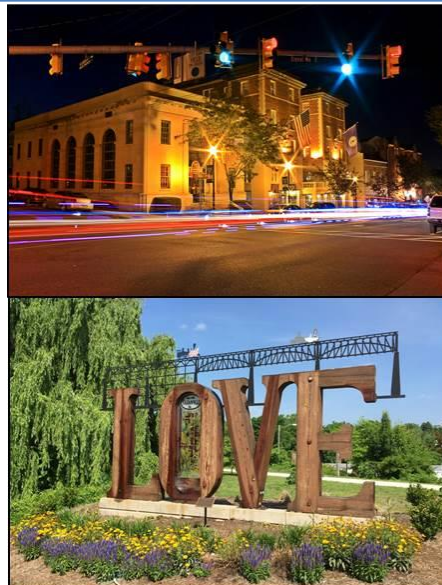VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT

2018

Downtown Investment Grant Application Manual

Applications accepted on CAMS starting:
January 3, 2017

Last day applications accepted on CAMS:
March 10, 2017

Grant awards announced: **Summer 2017**

Grant funded projects must be complete
and grants closed: **May 31, 2018**

VIRGINIA DHCD

**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities

Department of Housing and
Community Development
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Virginia Main Street (VMS) Downtown Investment Grant

The Virginia Main Street Program is a community economic development program that follows the Four Point Approach[TM] of the National Main Street Center. Each year local Main Street organizations work to attract to their historic commercial districts the substantial private and public investment necessary to: (1) breathe new life into blighted and vacant buildings, (2) establish and expand independent businesses that make downtowns fun and unique consumer destinations, and (3) create mixed-use downtowns where people once again live above bustling commercial establishments and property owners maximize the productive use of every floor of downtown buildings.

In 2015 alone, VMS communities saw over $18 million in privately funded improvements to downtown historic buildings, $19 million in public improvements to help support and encourage private investment in downtowns, the start-up, expansion or retention of over 350 unique businesses in historic commercial districts, and the creation or retention of nearly 800 jobs for local community members seeking employment.

Downtown Investment Grants (DIGs) allow Main Street organizations to take on unique, one-time projects that measurably, creatively and sustainably advance the organization's goals and strategies. DIGs involve multiple downtown partners and require active leadership and participation by the organization's board, committees and volunteers. DIGs may not to be used for marketing, printing, continuing operations, program administration, payroll, debts or any other operational expenses.

Instructions for Application Submission

Please note that applications must be submitted electronically through the Agency's Centralized Application and Management System (CAMS). To access CAMS, visit the website at www.dhcd.virginia.gov and click on the CAMS icon in the upper-right hand corner.

Google Chrome is the recommended browser for CAMS. Remember to SAVE often.

Submission Requirements

All grant applications and supporting documentation must be submitted on CAMS by 11:59 PM on March 10, 2017. Applications not submitted accordingly may be disqualified. Please note: Technical support with CAMS is available weekdays between 8:30 am and 4:30 pm.

Applicants must submit completed responses to all appropriate questions and include all required attachments.

Grant Eligibility

Grants are available only to designated VMS communities and must be administered through the designated local VMS organization. Special exceptions may be made for high functioning commercial district affiliates. Applicants must be current on all VMS reports. Priority is given to Nationally Accredited communities.

All applicants must comply with DHCD's financial auditing requirements by uploading to CAMS a copy of the organization's W-9 and a copy of the organization's most recent audit, reviewed financial statement or 990, as applicable, by the grant's application deadline (March 10, 2017).

VMS Funding Priorities

DHCD's FY2018 Virginia Main Street Downtown Investment Grants (DIGs) are available in two categories:

Design: Projects that will visually enhance the Main Street District. These may include wayfinding systems, street furnishings, façade improvements, or other unique aesthetic enhancement projects.

Economic Vitality: Projects that will contribute to the revitalization activity in or near your Main Street District. These projects may include: an innovative economic revitalization idea with implementation plan; new independent businesses that create new full time jobs at 150% of Federal Minimum Wage plus benefits in your Main Street District; or other exciting project that results in positive job creation and fulfills an Economic Vitality goal from your organization's current work plan.

Communities are encouraged to utilize Consultant Services (see pp. 26-28 in 2016 VMS Program Guidelines) to develop design projects, as well as the planning and organizational support components for economic vitality projects. DIG funds can be used to: fund complete projects; provide seed funding for new projects; develop website or mobile applications; or provide gap financing that allows a project to become fully funded. Other categories contributing to economic vitality will be considered.

The DIG funds will not be awarded for continuing operations, program administration, payroll, debts or any other operational expenses. Funds will not be awarded for predictable organizational expenses for which the board could have reasonably planned (ex. general marketing materials, website updates, financial management expenses, etc.). Funds may not be simply "passed through" the Main Street organization to third parties.

A strong application will clearly explain how the proposed project will encourage private investment that results in measurable economic improvement in the Main Street district. The project will support the community's vision for encouraging the private investment necessary for the economic revitalization of the Main Street district, will clearly align with the mission of

the Main Street organization and will address one or more of the Main Street board's strategic planning goals for the Main Street district. The implementation of the proposed project will empower board and committee volunteers as leaders and will help develop and capitalize on the expertise and financial support of the organization's stakeholders and community partners.

Award Amounts:

For **Design** projects – up to $5,000 each

For **Economic Vitality** projects – up to $25,000 each

Grant Payment

Grant funds will be paid upon completion of agreed upon project milestones. Milestones will be negotiated and included in a memorandum of understanding that will be signed by both DHCD/VMS and the grantee prior to the start of the project. Projects must be completed no later than May 31, 2018.

Leverage Requirement

Design projects require a 1:1 match. In-kind services provided by local government, consultants and other Main Street stakeholders and partners may be included. Time contributed solely to the implantation of the project by volunteers from the Main Street organization or the organization's partners may be included. Volunteer hours are calculated at $23.56 per hour (https://www.independentsector.org/volunteer_time).

Economic Vitality projects do not require a funding match, though projects with matching funds will receive priority.

Scoring

Grant proposals will be scored on a 0-100 point scale. DIG funds are limited and only those proposals exceeding the minimum 70-point threshold will be considered for funding. The project scoring methodology is as follows:

Scoring Criteria	Points
Relation to organizational mission and vision	10
Relation to Economic Vitality transformation strategies/goals	30
Project's Impact on downtown improvement	30
Organizational capacity/readiness	20
Realistic project workplan and budget	10
Total	100

Application Instructions

The application on CAMS will require the organization to:

1. Provide a description of the proposed project and explain how it is an innovative strategy that will attract private investment to the Main Street district that will result in a more vibrant and viable downtown.

2. Explain how this project aligns with the organization's vision, mission and strategic goals for the Main Street district as well as a list of the current board members and committee chairs.

3. Upload multiple supporting documents as attachments.

4. All applicants are required to register for the Electronic Data Interchange (EDI) program through the Virginia Department of Accounts (DOA) in advance of submitting an application. All grant payments will be disbursed electronically to the bank accounts registered with the EDI program, and hard-copy checks will not be utilized. The applicant's W-9 must also be submitted with the application.

Project Description

Enter the following information into the relevant text box on CAMS. Please limit responses to no more than 500 words per text box (about one written page).

1. Provide a detailed description of the proposed project and its intended outcomes. Explain how this is an effective strategy that will attract private investment to the Main Street district and will result in new and stronger businesses, building renovation or construction and/or increase retail and residential opportunities.

2. Fully describe both the direct and indirect outcomes that are expected from this project.

3. Describe how the proposed project furthers the community's vision for the Main Street district, aligns with the mission of the Main Street organization and addresses one or more of the board's Transformation Strategies/goals for the Main Street district.

Required Supporting Documents - Organization Leadership

Enter the following information into the relevant text box on CAMS. Please limit responses to no more than 500 words per text box (about one written page).

1. Community's **Vision statement** for the Main Street district.

2. **Mission statement** for the Main Street organization.

3. Strategic Plan that lists the board's **Transformation Strategies** or priority **goals** for the Main Street district.

4. A list of current board members and committee chairs.

Required Supporting Documents - Project Implementation Capacity

Upload the following documents as attachments in CAMS.

1. **Project Work Plan** – Provide an effective and appropriate work plan for the project that includes tasks, responsible individuals, timeline and budget. Please use a format similar to the one included in **Appendix A**.

2. **Mini-Resumes** - Provide "mini-resumes" that describe the project related expertise of each individual/organization listed on the work plan. No more than one paragraph of relevant information per individual/organization.

3. **Budget** – Provide the following budget information:
   a. **Project Budget** – Provide a project budget that includes all project related line items for expenditures and all project related line items for funding sources.
   b. **Explanation of Cost Estimates** – Provide detailed information on the source of the cost estimates and the date the estimates were received.
   c. **Leverage Verification** – Provide verification of leverage funds including contracts, memorandums of understanding/agreements, award letters, and other documentation that confirms the commitment of other resources for the project. Include documentation and calculations for in-kind contributions and volunteer hours.

New this year: All applicants are **required** to register for the Electronic Data Interchange (EDI) program through the **Virginia Department of Accounts (DOA)** in advance of submitting an application.

If your organization is not currently participating in the EDI program, you must go to www.doa.virginia.gov , choose the Electronic Data Interchange (EDI) button on the right side of your screen and select, complete, and submit the appropriate Trading Partner Agreement and Enrollment form, using the EDI Guide for Vendors, Localities, Grantees, State Agencies and Non-state Agencies. Completed forms should be returned to the Department of Accounts via email, fax or mail:

US Mail: Department of Accounts, eCommerce Unit, PO Box 1971, Richmond, VA 23218-1971
Email: edi@doa.virginia.gov
Hotline: 804-692-0473
Fax: 804-414-9896

Project Implementation Period: July 1, 2017 – May 31, 2018 (final report due); all disbursements must be completed by June 10, 2018. Quarterly reporting through CAMS is required. All projects must be underway no later than October 1, 2017.

Main Street Work Plan

Committee _____   Page ___

Related Board Goal(s):

_____

Project Description: _____   Event date or Project Completion date: _____

Anticipated Results/Measure of Success:

_____

Chair/Person Responsible: _____   Phone: _____   E-mail: _____

Project Team Members: _____

_____

Tasks	Person Responsible	Start and End Date	Cost	Revenue Generated	Volunteer Hours Needed	Staff Hours Needed	Progress/Completion/Comments

TOTAL: $_____ $_____